

STUDY OF BRAND AWARENESS AND CONSUMER ATTITUDE TOWARDS DOVE PERSONAL CARE PRODUCTS

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ABSTRACT

This study investigates brand awareness and consumer attitudes towards Dove personal care products, a leading brand under Unilever known for its "Real Beauty" campaign and emphasis on body positivity. With its strong focus on emotional branding, self-esteem, and inclusivity, Dove has built a unique identity in the competitive personal care market. The research is centered in Amravati city, targeting individuals aged 18–50 across various socioeconomic backgrounds. Employing a descriptive research design, data was collected through structured surveys and secondary sources such as company reports and literature. The study aims to evaluate consumer familiarity with Dove's brand, explore attitudes toward its products, and identify factors that influence buying behavior and brand loyalty. Findings from this research will provide valuable insights into Dove's brand positioning and the effectiveness of its emotional marketing strategies in fostering consumer trust and satisfaction.

Keywords- Dove, Brand Awareness, Consumer Attitude, Emotional Branding, Personal Care Products, Unilever, Marketing Strategies, Consumer Behavior, Product Perception.

1. INTRODUCTION

The personal care industry has emerged as a critical sector in the global economy, characterized by consistent growth, innovation, and intense competition. Personal care products, including soaps, shampoos, body lotions, and deodorants, play a significant role in enhancing the well-being, hygiene, and confidence of consumers. With evolving consumer preferences and increasing awareness about self-care, the industry has witnessed rapid expansion, driven by both established brands and emerging players.

Dove, a flagship brand of Unilever, stands out as a leader in the personal care segment. Launched in 1957, Dove has positioned itself as more than just a provider of beauty products, emphasizing self-confidence and inclusivity through its iconic "Real Beauty" campaign. By promoting natural beauty and body positivity, Dove has built a strong emotional connection with its consumers. Its product range, which includes soaps, shampoos, conditioners, body lotions, and more, is renowned for its focus on mildness, nourishment, and dermatological approval. In today's competitive market, the success of a brand like Dove relies not only on the quality of its products but also on the awareness and perception it creates among its target audience. Brand awareness, which includes recognition and recall, is critical in ensuring that consumers consider the brand during purchase decisions. Equally important is consumer attitude, which reflects how customers perceive the brand in terms of product quality, packaging, advertising, and ethical practices.

Dove's approach to branding, which focuses on real beauty, body positivity, and inclusive marketing, has garnered attention and positive perceptions, especially in a market that is increasingly influenced by ethical and emotional appeals. The company's commitment to natural ingredients, sustainability, and cruelty-free testing has resonated well with consumers, particularly those who prioritize values in their purchasing decisions. In India, Dove has become a popular brand in both urban and semi-urban areas, thanks to its effective marketing strategies and its ability to align with consumer preferences.

2. OVERVIEW OF DOVE AS A BRAND

Brand awareness and consumer attitudes are two pivotal factors in determining the success of a product in a competitive market. In the personal care industry, where consumer choices are influenced by factors such as product quality, pricing, emotional branding, and social responsibility, companies strive to build a strong brand presence that resonates with their target audience. Dove, a brand owned by Unilever, has established itself as one of the leading brands in the global personal care industry, offering products such as soaps, shampoos, deodorants, and body lotions. Despite Dove's strong market presence, understanding the dynamics of brand awareness and consumer attitude remains essential for sustaining its growth. This study aims to explore these aspects in-depth, analyzing how Dove's branding strategies, advertising campaigns, and product offerings influence consumer preferences. By examining consumer perceptions and attitudes, this research seeks to uncover insights that can enhance Dove's market positioning and customer engagement strategies. This background sets the stage for investigating the relationship between brand awareness and consumer attitude,

providing a foundation for exploring the factors that drive consumer loyalty and satisfaction in the personal care industry.

Dove is a well-established personal care brand that has been in the market for over 60 years. Owned by Unilever, Dove offers a wide range of personal care products, including skin care, hair care, and body care. With its strong presence in over 80 countries, Dove has become a household name, synonymous with quality and reliability.

Dove, a subsidiary of Unilever, was launched in 1957 and is recognized for its iconic "1/4 moisturizing cream" formula in soaps. Over the decades, Dove has expanded its product portfolio to include body washes, shampoos, deodorants, lotions, and more. What sets Dove apart from its competitors is its commitment to delivering products that cater to diverse skin types and its emphasis on self-esteem and body positivity through the "Real Beauty" campaign.

Consumer Attitude Towards Personal Care Products

Consumer attitude refers to the psychological tendency expressed by evaluating a particular entity (in this case, Dove products) with some degree of favor or disfavor. Attitudes are shaped by factors such as personal preferences, cultural influences, product quality, pricing, and marketing strategies. Dove has managed to position itself as a brand that goes beyond functional benefits by promoting emotional and social values such as self-confidence and authenticity. This study investigates whether these values resonate with consumers and influence their buying behavior. Consumer attitude toward personal care products is a complex and multidimensional concept that involves perceptions, feelings, beliefs, and behaviors related to personal care items like soaps, shampoos, deodorants, lotions, and cosmetics. These attitudes are shaped by a variety of factors, including product quality, brand image, affordability, social influence, and emotional connections with the brand. Understanding these attitudes is crucial for companies in the personal care industry to effectively position their products and connect with their target audience.

3. RELEVANCE OF THE STUDY

Understanding brand awareness and consumer attitudes is crucial for companies to tailor their marketing strategies and enhance customer satisfaction. For Dove, this knowledge helps in identifying areas for improvement, developing targeted advertising campaigns, and creating products that align with consumer expectations.

The findings of this study will provide valuable insights into how consumers perceive Dove as a brand, their level of loyalty, and the factors driving their attitudes toward Dove's personal care products. This will also highlight the effectiveness of Dove's marketing strategies, particularly its focus on social causes and real beauty.

In recent years, the personal care market has become increasingly competitive, with numerous brands vying for consumer attention. As a result, it has become essential for brands like Dove to understand consumer attitudes and perceptions towards their products. This study aims to investigate brand awareness and consumer attitude towards Dove personal care products. In today's highly competitive market, brand awareness and consumer attitudes play a crucial role in determining the success of a product. Dove, a leading personal care brand under Unilever, has positioned itself as a symbol of natural beauty and self-confidence. This study aims to explore the level of brand awareness among consumers and their attitudes toward Dove products, focusing on factors like quality perception, marketing effectiveness, and emotional connection.

We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realize their full potential.

Dove, established in 1957, has grown into a globally recognized brand offering a range of products, including soaps, shampoos, deodorants, body washes, and lotions.

The brand is known for its campaigns promoting real beauty and body positivity, which differentiate it from competitors in the personal care industry. Dove's promise of mildness and skin nourishment has resonated with a wide consumer base, making it a significant player in the market. Brand awareness refers to the extent to which consumers recognize and recall a brand under various conditions. High brand awareness often translates to greater trust and preference, influencing purchase decisions. For Dove, its strategic marketing campaigns, like the "Real Beauty" campaign, have significantly contributed to its high brand recall.

4. OBJECTIVES OF THE STUDY

1. To assess the level of brand awareness of Dove;
2. To investigate consumer attitudes towards Dove, personal care products.
3. To identify factors influencing consumer perceptions and preference

5. REVIEW OF LITERATURE

Dita Indah Syaharani (2021) There are a number of factors in Dove Campaign for Real Beauty that affect customers' purchase decisions toward Dove products, which are affective reaction, brand trust, and brand community through attitude toward the campaign, attitude toward the brand, and purchase intention. Therefore, there are some marketing recommendations to be implemented on Dove Campaign for Real Beauty to affect customers' purchase decisions toward Dove products, which are to maintain spreading the message and awareness for the cause brought in Dove Campaign for Real Beauty, to increase brand trust by delivering true, reliable, and honest messages on the campaign, and to create a formal community of women who are willing to support and spread the message of the campaign while creating a call-to-action message on the campaign video that encourages the existing community to directly participate in the campaign.

Mrs.Rajitha Pathange(2024)The study aims to identify the most popular Dove products and the reasons behind their popularity among consumers. Additionally, it seeks to understand the role of factors such as brand image, ingredients, and ethical considerations in shaping consumer preferences for Dove products. The findings of this research are expected to provide valuable insights for Dove and other players in the personal care industry, assisting them in refining their product offerings, marketing strategies, and overall customer satisfaction. The study of consumer preference also include an analysis of factor that influence purchase decision and products use understanding how consumer make purchase decision marketing manager in several ways consumer are satisfied when they get what they want factors consumer purchase are influence strongly by social cultural, personal and psychological marketing cannot control such factors but they take them to the account consumer respondent to various marketing efforts the company might use the company understanding how to consumer will responds to the difference product features and prices.

V. Nandhini (2021)This study was based on questionnaire that was filled by informants and referencing to earlier research papers. Results and relevant findings reveal that brand loyalty has a great impact on the brand image and that people have mixed views on brand loyalty. This report focuses on brand and store loyalty. Furthermore, it points out what customer satisfaction is and what it means to a business. It analyses the relation between customer satisfaction and customer loyalty. The personal- care products industry aims to help people look better and feel better about themselves. It creates, manufactures, and sells personal-care, beauty, and hygiene products. The aim of this report is to provide an idea of what loyalty is how it can be achieved and why it is important for businesses.

Definition of the problem

The personal care market is highly competitive personal care market, building strong brand awareness and fostering positive consumer attitudes are essential for sustaining market share and driving growth. Dove, a leading brand under Unilever, has distinguished itself through innovative campaigns like "Real Beauty" and a focus on promoting self-esteem and inclusivity. However, understanding the effectiveness of these strategies in shaping consumer perceptions and purchase behavior remains a critical area for research the study of brand awareness and consumer attitudes towards Dove personal care products seeks to examine how consumers perceive Dove as a brand and the factors that influence their attitudes and purchasing behavior.

Scope of the Study

The relevance of this study lies in its ability to explore how brand awareness and consumer attitudes shape the purchasing behavior of Dove personal care products. The proposed cauterization will systematically cover all aspects of the study, focusing on the factors that influence brand awareness and consumer perceptions towards DoveTo evaluate the level of recognition Dove has among consumers. To understand the effectiveness of Dove's marketing and advertising efforts To explore the factors influencing brand recall and recognition The scope of this research is focused on understanding brand awareness and consumer attitudes towards Dove personal care products within Amravati city and its surrounding areas. It takes into account a diverse group of consumers, including both male and female, aged 18-50 years, representing various socioeconomic backgrounds the study covers various Dove products, such as soaps, body lotions, shampoos, deodorants, and face creams, with an emphasis on evaluating consumer perceptions of these products' quality, pricing, and branding.

6. RESEARCH METHODOLOGY

1) Research Design

The study adopts a descriptive research design, focusing on understanding consumer awareness and their attitudes towards Dove personal care products in the Amravati region.

2) Sources of Data Collection

Primary Data

Collected directly from respondents through structured surveys and was distributed to consumers in Amravati.

Secondary Data

Derived from existing Literature, Company reports, marketing research Publications , online databases, and industry analysis

3) Tools of Data Collection

Data on Dove's Marketing strategies, brand Positioning and sales Performancen

4) Sampling Design

a) Universe

The universe refers to all potential consumers of personal care products. However, for this study, the focus is narrowed down Universe: Amravati city and its surrounding areas

b) Sample Unit

The sample unit is an individual consumer who uses or is aware of Dove personal care products. For this study, a sample unit is an individual consumer who Resides in Amravati

c) Sample Size

The study targets a sample size of 100 respondents. This number ensures reliable and representative data while considering time and resource constraints.

d) Sampling Techniques

Target Population The Stratified random sampling to ensure representation across different age, gender and income group. The consumer of personal care products in Amravati.

e) Limitation of Research

The study is restricted to Amravati and may not generalize to other regions. Responses might be influenced by individual biases or limited awareness of Dove products.

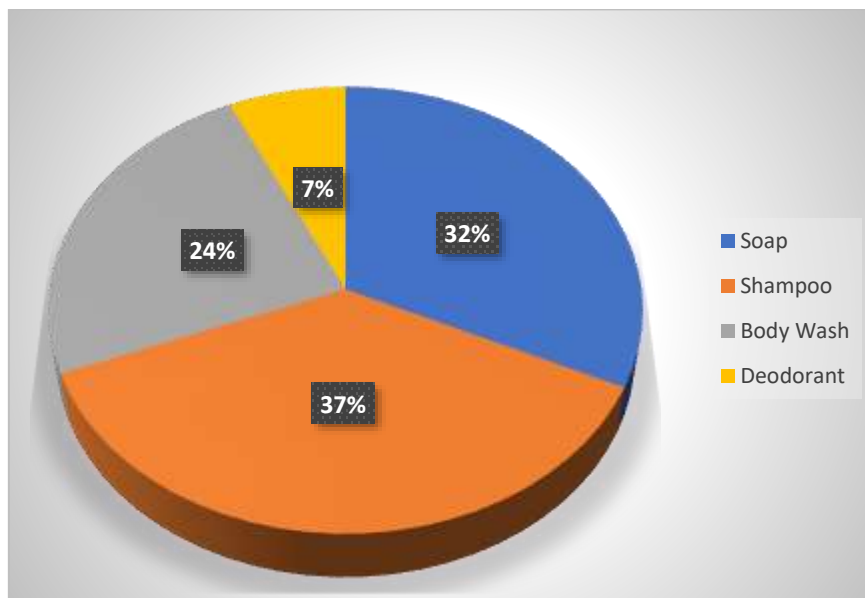
7. DATA ANALYSIS AND INTERPRETATION

1 Brand Awareness

Table 1 Dove Product are you familiar with

Product	No . of Respondents	Percentage%
Soap	32	32%
Shampoo	37	37%
Body Wash	24	24%
Deodorant	7	7%
Total	100	100%

(Sources of Primary Data)



Graph 1 Dove Product are you familiar With

Interpretation

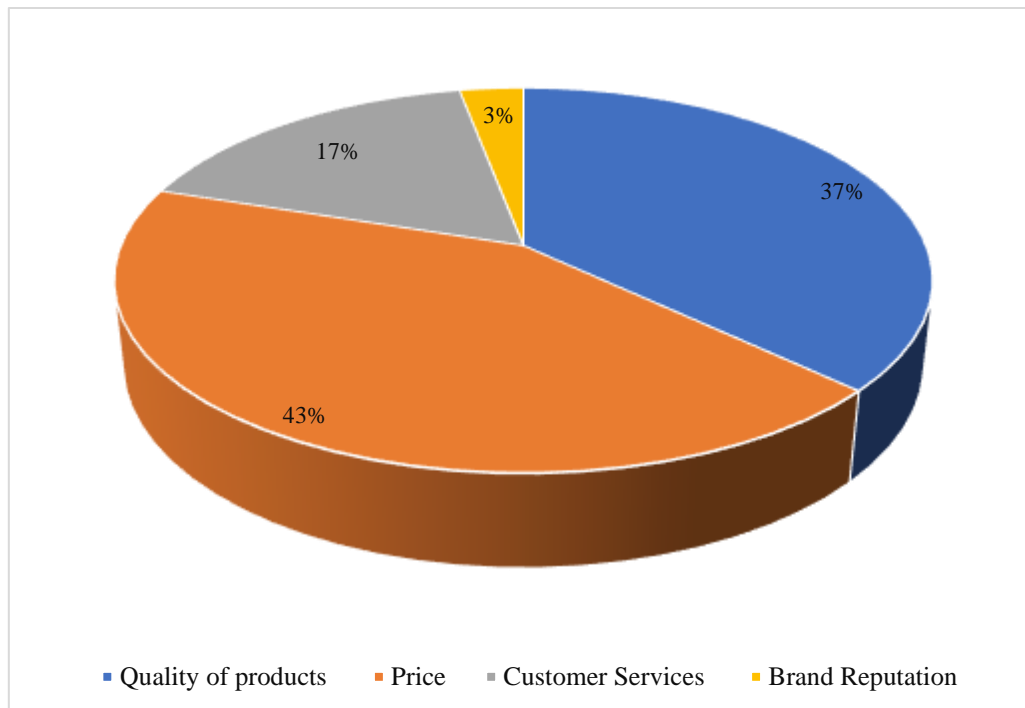
The data shows that Dove shampoo is the most familiar product among respondents (37%), followed by soap (32%), body wash (24%), and deodorant (7%). This indicates higher awareness and accessibility for shampoo and soap, while body wash and deodorant have lower visibility, suggesting a need for better promotion.

2. Consumer Attitude

Table 2 consumer Attracted towards feature

Feature	No of Respondents	Percentage%
Quality of products	37	37%
Price	43	43%
Customer Services	17	17%
Brand Reputation	3	3%
Total	100	100%

(Source: Primary Data)



(Source:Primary Data)

Interpretation:

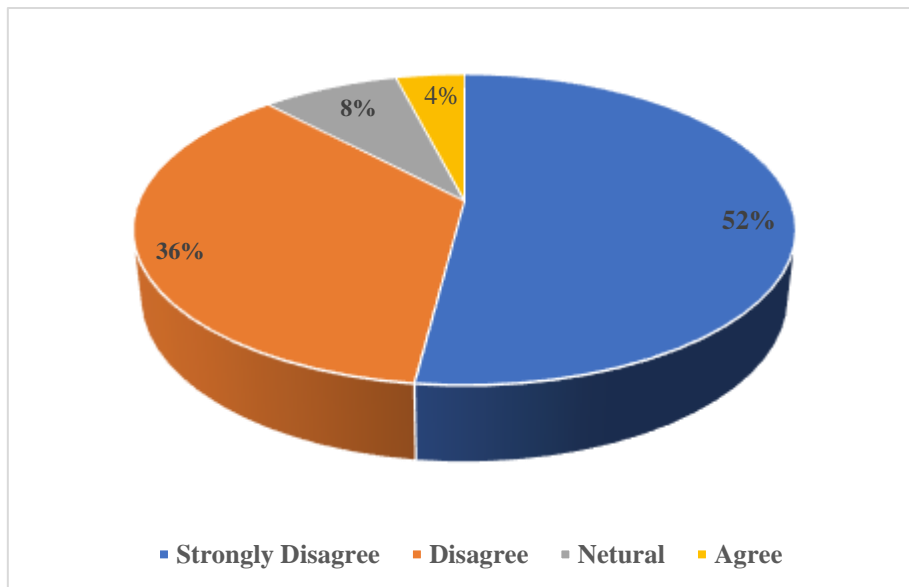
The data indicates that the majority of consumers (43%) are attracted by the price of products, followed by quality (37%), brand reputation (17%), and customer service (3%). This suggests that while affordability plays the most significant role in attracting consumers, product quality and brand reputation are also important factors, whereas customer service has minimal influence in comparison.

3 Fctor Influencing

Table 3 belive Products Provides good value for money

Opinion	No. of Respondents	Percentage%
Strongly Disagree	52	52%
Disagree	36	36%
Netural	8	8%
Agree	4	4%
Total	100	100%

(Source: Primary Data)



Graph 3 believe products provides good value of money

(Source:Primary Data)

Interpretation

The data from Graph 3 indicates that 52% respondents believe Dove products provide good value for money, followed by 36% who somewhat agree, 8% who are neutral, and only 4% who disagree. This shows a strong positive perception among consumers regarding the value Dove products offer, suggesting overall customer satisfaction and trust in the brand's pricing and quality.

8. FINDINGS

From the analysis, it is evident that Dove shampoo is the most recognized product among consumers, with 37% familiarity, followed by soap at 32%, indicating these are the brand's most visible and accessible offerings. Body wash (24%) and deodorant (7%) lag behind, pointing to lesser awareness or availability, which could be addressed through improved marketing or distribution strategies. When it comes to what attracts consumers to Dove products, price is the most influential factor (43%), followed by product quality (37%). A smaller group values customer service (17%), while brand reputation plays a minor role (3%). This highlights that affordability and quality are the key drivers behind purchasing decisions, while other elements like reputation and service have less impact. In terms of perceived value for money, a surprising insight emerges: 52% strongly disagree that Dove products offer good value for money, and 36% disagree, making a combined 88% of respondents expressing dissatisfaction in this regard. Only a small percentage (4%) agree or (8%) remain neutral, indicating a clear disconnect between product pricing and consumer expectations.

9. CONCLUSION

The data reveals a mixed picture for Dove. While brand awareness is strong—particularly for shampoo and soap—and consumers are mainly drawn to affordable pricing and product quality, there is a significant concern regarding the value for money. The large number of respondents who do not believe Dove products are worth their price suggests that despite the positive brand presence, consumers feel the cost does not justify the benefits. To improve overall perception and satisfaction, Dove may need to reassess its pricing strategy, offer better value deals, or enhance the features of its products to match consumer expectations.

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